



# Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report Feb 2015


<http://www.facebook.com/NavyRegionHawaii>

Compiled by: Navy Region Hawaii Public Affairs (Updated: 3/3/15)



# Most Reached Facebook Posts

(2/16) NavyReads Blog featuring PH Survivor Herb Weatherwax: **1,197 people reached**

**Navy Region Hawaii** added 2 new photos.  
February 16 at 12:29pm · 🌐

In "Counting My Blessings: The Autobiography of a Native Hawaiian Pearl Harbor Survivor," "Uncle Herb" Weatherwax tells his story of humble beginnings – from homeless street gang to life in the military during World War II, then success as a business owner. <http://navyreads.blogspot.com>



9,536 people reached

Boost Post

Like · Comment · Share · 👍 43 ➦ 22

**9,536** People Reached

**229** Likes, Comments & Shares

<b>204</b> Likes	<b>43</b> On Post	<b>161</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>24</b> Shares	<b>22</b> On Post	<b>2</b> On Shares

**1,197** Post Clicks

<b>69</b> Photo Views	<b>41</b> Link Clicks	<b>1,087</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>3</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## Other Posts:


- (2/23) USS Paul Hamilton arrived in the U.S. 7<sup>th</sup> Fleet AOR article: **9,396 people reached**
- (2/16) USS Paul Hamilton (DDG 60) departure photos: **7,812 people reached**
- (2/3) CNO to hold all hands call announcement: **3,156 people reached**




# Most **Engaged** Facebook Posts

(People who have liked, commented or shared CNRH FB posts)

**(2/17) USS Paul Hamilton (DDG 60) deploys photos:**  
**6,713 Post Clicks; 345 Likes, 65 Comments & 32 Shares**

 **Navy Region Hawaii** added 12 new photos to the album: **USS Paul Hamilton (DDG 60) deploys** — with Markis Sorrells.  
February 17 at 9:03am · 🌐

High resolution photos are available on Navy Region Hawaii Flickr at <https://www.flickr.com/.../navyregion.../sets/72157650468644608/>



4,754 people reached

Like · Comment · Share · 🍷 65 💬 1 ➦ 32

**4,754** People Reached

**442** Likes, Comments & Shares

<b>345</b> Likes	<b>65</b> On Post	<b>280</b> On Shares
<b>65</b> Comments	<b>1</b> On Post	<b>64</b> On Shares
<b>32</b> Shares	<b>32</b> On Post	<b>0</b> On Shares

**6,713** Post Clicks

<b>6,236</b> Photo Views	<b>5</b> Link Clicks	<b>472</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

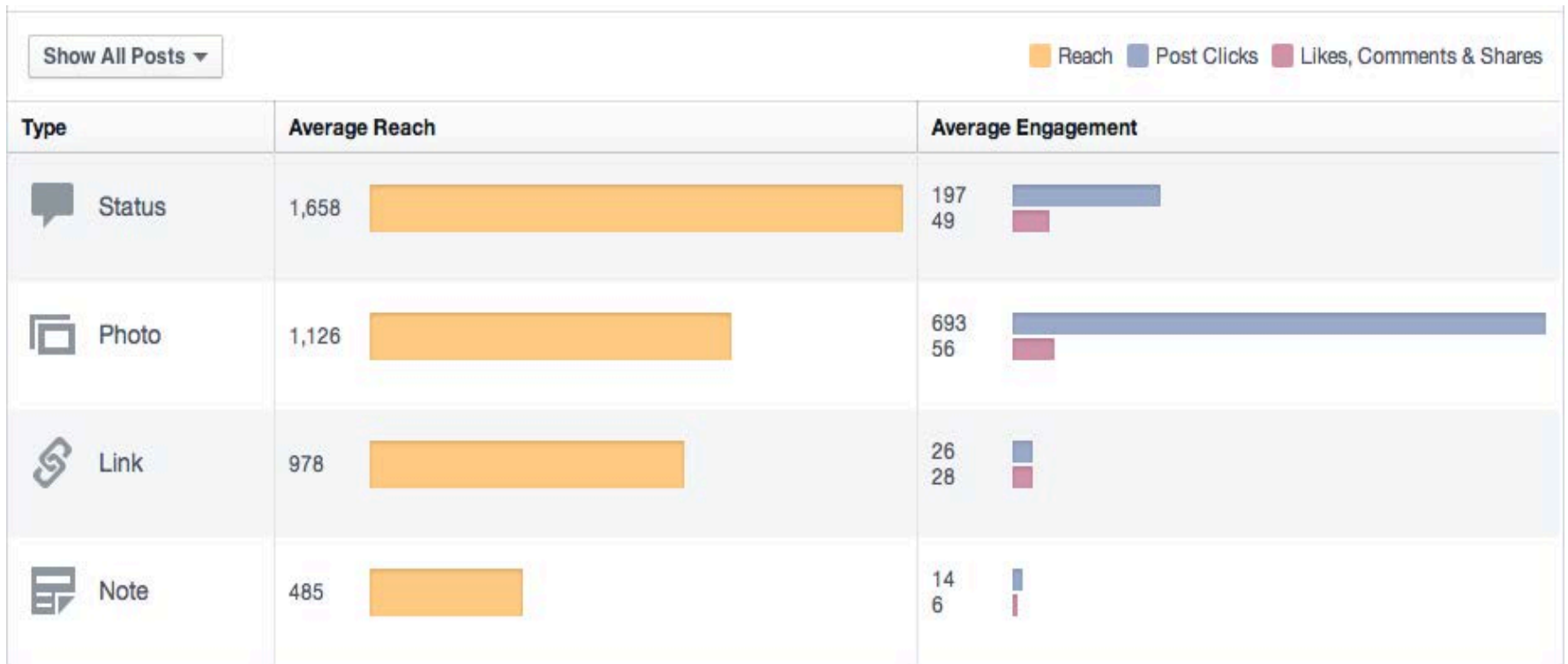
## Other Posts:

- (2/5) Welcome Home USS Halsey photos: **2,326 Post Clicks; 111 Likes, 7 Comments & 56 Shares**
- (2/16) Add'l USS Paul Hamilton photos: **1,647 Post Clicks; 369 Likes, 24 Comments & 35 Shares**
- (2/16) NavyReads Blog featuring Herb Weatherwax: **1,197 Post Clicks; 204 Likes, 1 Comment & 24 Shares**



# Post Types

The success of different post types based on average reach and engagement.





# Total Page Likes – 9,296

The total page likes based on the recorded data ending Feb. 28, 2015

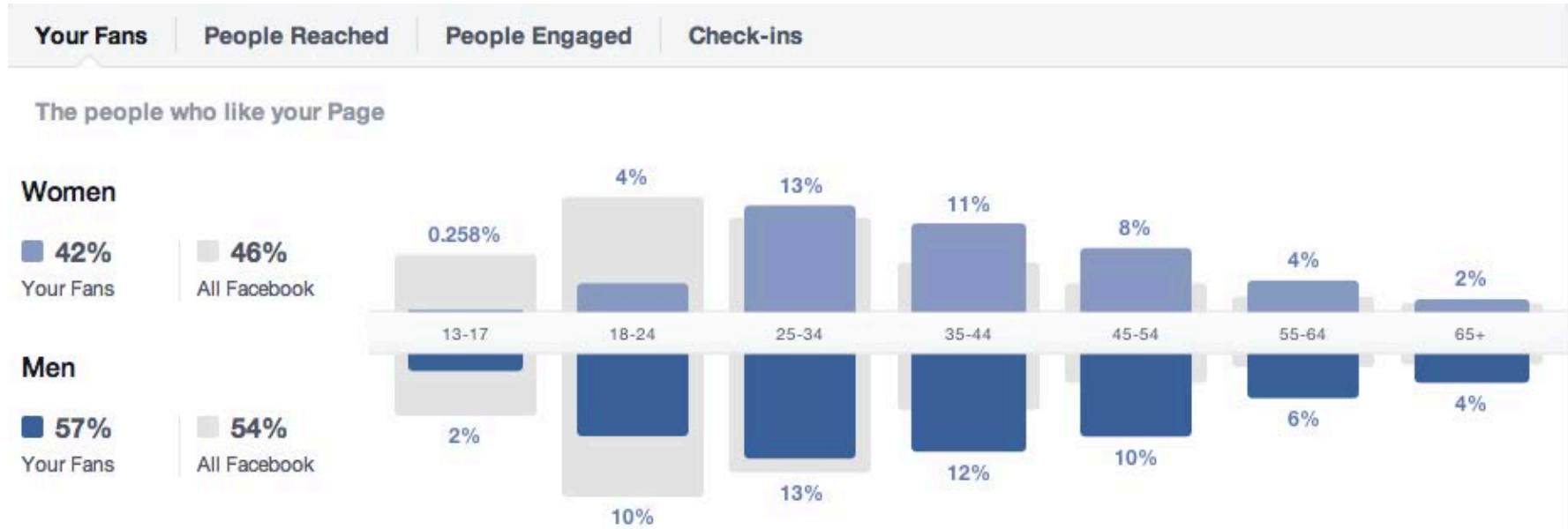


\* CNRH Facebook increased its fan base by 62 fans from last month with a previous number of 9,234 likes.



# Audience

Fans reached based on Demographics, Age & Gender



## Top 10 Country Locations Reached

- USA (Top States - HI, CA, VA, DC, FL) – 6,622
- Philippines – 383
- Japan – 131
- India – 127
- Thailand - 125
- Indonesia – 121
- Italy – 101
- Australia – 92
- Brazil – 79
- Canada – 77